

Appendix B
Multi-State Involvement

Name	FTE	Funding	\$Sal&FB	\$Oper	Description
Larry Olsen		0.1 State	12544		NCR - Pesticide Impact Assessment
Sheila Smith		0.1 State	5212		ECOP Committee on Care
Bruce Haas		0.1 Other	7961		EFNEP - Cost Benefi
Ben Bartlett		0.05 State	1749	1000	Great Lakes Grazing Conference
Ben Bartlett		0.1 State	6996		NCR - SARE
Sheila Dudra-Lauzon		0.003 Other	40		Senior Health Fair
Ken Fettig		0.15 State	11218		NCR - IDEA
Dan Buskirk		0.25 State	17172		Five State Beef Initia
Bruce Smith		0.2 State	20576		4-H Financial Account
Vera Wiltse		0.105 Federal	4673	5100	4-H Japanese Excha
Lee Jacobs		0.05 State	5273		Bulletin on Organic Residuals
Ken VerBurg		0.075 State	7345		Land Use Consortium
Jim LeCureux		0.03 Other	2624		Developing Alliance of Farmer-Owned Value Added Cooperatives
Jim LeCureux		0.05 Other	4373		Alfalfa New Product Initiative
Allen Krizek		0.05 Other	4153		Farm a syst and hom syst
Pat Hammerschmidt		0.03 State	1406		Society for Nutrition Education Conferenc
Jon Clements		0.04 Other	1668		Multi-Disciplinary Evaluation of New App Cultivars
Jon Clements		0.05 Other	2085		NE - 183 Three Appl Cultivar Trials
Susan Smalley		0.05 State	5036		Sustainable Ag
Mark Hansen		0.03 State	2528		Disaster Education N
Chris Owen		0.01 State	486		4-H National Congres
Kathy Hale		0.03 Federal	1723		NEAFCS Pres-Elect
Dee Williams		0.02 State	937	400	National Camping Ins
Steve Nelsen		0.1 State	5857		Great Lake Canola Ass/Master Gardener
Mike Kelsey		0.33 Other	20103		Income Tax School
Terry Shaffer		0.002 State	102	1550	Barn/rural preservatio
Bill Kimball		0.002 Retired			Barn/rural preservatio
Stacey A. Doumit		0.05 State	2441		Equine Alliance

Kevin Roberson	0.02 State	1433		Poultry Feeding and Nutrition Conference
Howard Person	0.05 State	4585		MidWest Plan Service
Willima Bickert	0.05 State	6863		MidWest Plan Service
Hank Allen	0.1 Federal	11314		Urban Conference
Mark Williams	0.02 Federal	1319		Maumee River Water Initiative
S. Joseph Levine	0.05 State	5144		Design for Learning
S. Joseph Levine	0.005 State	515		NCR Staff Dev Professionals
S. Joseph Levine	0.001 State	103		NCR web site
Paul Marks	0.05 State	3719		Mid America Tomcas System
Ted Loudon	0.01 State	1313		Michigan Irrigation Association
Ted Loudon	0.05 State	6567		Integrated Approache Manure Management
Ted Loudon	0.15 State	19703	300	Consortium of Institut Decentralized Waste Treatment
Tom Zabadal	0.05 State	4882	1500	Heartland Coalition Conference
Sue Mireley	0.01 State	865		NRC Home Ownersh
Don Garling	0.05 State	4632	1000	NRC Aquaculture
Bill Bivens	0.01 Other	606		Great Lakes Grazing Conference
Ron Perry	0.05 State	4976		Great Lakes Fruit W Conference
Mary Andrews	0.01 State	1242		International Extensio Training
Doug Landis	0.05 State	4282	5000	Bio Control of Purple Loosetrife by 4H Field Volunteers
Jeff Andresen	0.05 State	3669		US National Assessm
Jeff Andresen	0.01 State	734		Managing Risk and F
Jim Hilker	0.01 State	989		Managing Risk and F
Rita Hodgins	0.01 Federal	625		LeadNet - Canola Su
Shari Dann	0.1 State	7219		National 4-H Shooting Sports Program
Jim Bence	0.025 Other	1798	1000	Development of Lake in Lake Superior
Jim Bence	0.025 Other	1798	250	Lake Michigan Creel Working Group
Jim Bence	0.03 Other	2158	2000	Stocking of Salmonin Lake Michigan
Bruce Haas	0.04 Other	3183		Family Youth Service Bureau - Transitional

Lynn Himebauch	0.1 State	5473	Programs Network - Family Nut Progam
Grand Total	3.343	267990	19100

NOTES:

Using the 1998/99 Extension Fringe Benefit Rate of .303.

Other includes state grants, county funds, and fees for services.

Appendix C
Ornamental AoE Plan of Work

Ornamental AoE Executive Summary

Introduction: The area of expertise system was started in 1995 by the Director of Extension and Extension Administration. The approach was to unite extension specialists and field staff of similar interests into an integrated group that could address the needs of their clientele groups. One of these AoE was established for ornamentals. It included commercial floriculture, landscape and ornamental horticulture and turf. Also it included consumer horticulture and general public interests in horticulture.

Products and services: Commercial ornamental horticulture represents over 10% of total farm income and is presently one of the only profitable areas of agriculture. While it has this status it receives less than 1% of the total research and extension dollars allocated by the federal and state government. This is the one area of agriculture that every citizen of Michigan and the U.S. can relate to.

Target market areas: Our AoE related directly to the commercial floriculture industry value over \$300,000,000 in Michigan. To the landscape horticulture and service industry value of over \$500,000,000 and the turf, golf course industry value over 1 billion dollars yearly. The total commercial value in Michigan of these ornamental crops is approximately \$2 billion.

Strengths: 1) Our strength is Michigan State University. 2) It's research program and the skills and talents of the researchers it attracts. 3) Also the field agents of Michigan State University Extension. 4) Our ability to take research knowledge and apply it to the needs of clientele.

Short term and long term goals: Each of the four sub-groups of the Ornamental AoE has listed their goals and objectives for the next few years – our long term goal is to keep Michigan the strongest Ornamental state in the Northern U.S. Also to be a leader in providing ornamental information to the general public.

Financial projections: Two of our four sub-groups are self supporting – Consumer Horticulture and Turf – Both run by specialists that are self-funded. The nursery and landscape group raises over one-third million dollars in research to develop new knowledge. The ornamental area is in a stage of hiring new faculty and developing a plan to become a viable part of the Ornamental AoE. From an industry standpoint all areas of our AoE commercial group are or can be productive and profitable thus contributing over \$2 billion to Michigan economy. Their only wish is to be recognized by the federal, state and university as a major source of income for agriculture and that federal, state and university monies be allocated to reflect their important position.

The Planning Group consisted of:

Greg Lyman	Mary McLellan
Tom Dudek	Andy Norman
Bob Schutzki	Greg Patchan
Gerry Draheim	Dave Roberts
Tom Ellis	Dave Smitley
Rebecca Finneran	Will Carlson
Ralph Heiden	Mary Wilson
Dean Krauskopf	Jim Kalisheck
Bobbie Lawrence	Gretchen Voyle

The chairpersons of the sub-groups are:

Floriculture – Tom Dudek
Turf – Greg Lyman
Landscape – Dave Smitley and Mary Wilson
Consumer Horticulture – Mary McLellan

The campus chairperson of the OAoE and the facilitator for this two day planning meeting was Will Carlson. It was held at Kettunen Center on April 21st and 22nd with a follow-up meeting in East Lansing on June 14th.

Mission Statement

The MSUE Ornamental AoE team will provide:

- Leadership in research and education to foster the growth, economic viability and environmental stewardship of the Green Industries
- Leadership and knowledge to Michigan citizens to understand and implement environmentally sound plant care practices to improve the quality of life in their homes and communities

Basic policies

- We will follow the MSU policies and regulations
- We will follow the MSU Extension policies and regulations
- We will provide citizens throughout Michigan with a research based ornamental horticultural education training program
- Each sub-group may institute future policies as needed.

Beliefs

- We exist to educate and serve the ornamental industry of Michigan
- We believe that the ornamental team is a cooperative educational outreach effort involving campus and field staff
- We believe that through education we contribute to the learning viability of ornamental businesses in Michigan
- We believe we are a major source of research based horticulture input to the consumer
- We believe that a strong research base is essential to our delivery of new information.
- We believe that we serve as the agent of change in the industry –government – university arena.

Strengths

- Strong industry
- Strong consumer base
- Diverse education experiences
- Strong individual programs
- Excellent teaching base
- Self funding educational programs
- High visibility to Michigan citizens
- Excellent state wide education program
- Strong research based information
- Well developed extension system

Opportunity

- Tremendous growth opportunity in ornamental area
- Take advantage – to further develop profitable commodities
- Industry education program needed
- To be the premier consumer horticulture education program
- Could develop national consumer horticulture program
- To attract future MSU horticulture students through our outreach programs
- To provide information to elected officials on horticultural matters

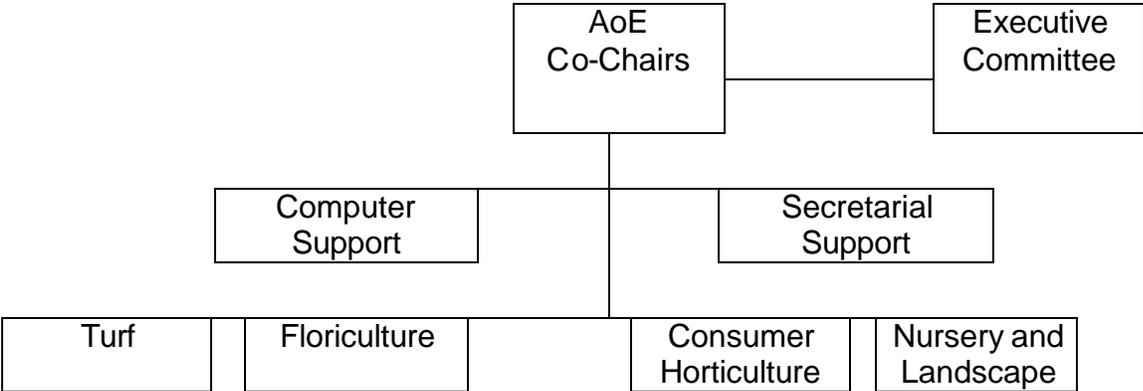
Weakness

- Current organizational structure
- No long range plan
- Poor internal committees
- County responsibility suppressed ornamental responsibility
- Time restraints of county personal
- Lack of adequate extension funding
- No cost benefit analysis of individual program
- Lack of nursery and landscape leadership
- Lack of turf advisory committee
- Identity crisis
- External communication
- Need of marketing program

Threats

- Limited state and federal funding
- Commercial companies could become major information sources and compete against our programs
- Competition from commercial industry in Canada, China and other countries affect our state commercial ornamental areas
- Cut backs in county staff – would affect our delivery system

OAE Executive Summary



Objectives

The following is a list of the overall OAOE's objectives. They are followed by action plans to accomplish these tasks and a cost benefit analysis for the next year.

- I Ornamental AoE Identity
 - 1. Logo (Action Plans)/Newsletter Masthead
 - 2. Mission Statement
 - 3. Strategic Plan
 - 4. Brochure
 - 5. Website
 - 6. Directory (who's who)

- II Ornamental AoE Marketing
 - 1. Delivery Systems

- III Develop Internal Communication System
 - 1. Annual Report
 - 2.
 - 3. Plan of Work
 - 4.
 - 5. Publish Collected Research Titles to Field Staff
 - 6.
 - 7. Meetings
 - 8.
 - 9. Communication With Administration
 - 10.
 - 11. Staff Development
 - 12.
 - 13. Communication With Other AoE's

- IV External Communication System
 - 1. Development of Educational Materials
 - 2. Dissemination of Products

- V Education Materials
 - 1. Turf
 - 2. Floriculture
 - 3. Nursery and Landscape
 - 4. Consumer Horticulture (Master Gardener)

- VI Delivery System
 - 1. Turf
 - 2.
 - 3. Floriculture
 - 4.
 - 5. Nursery and Landscape
 - 6.
 - 7. Consumer Horticulture (Master Gardener)

- VII Subcommittee Objectives and Action Plans

1. Turf
2. Floriculture
3. Nursery and Landscape
4. Consumer Horticulture

Budget

Action Plan	Cost
I #1 Logo (Action Plans)/Newsletter Masthead	\$ 1000
#2 Strategic Plan	\$ 500
#3 Brochure	\$ 500
#4 Website	\$2000
#5 Directory	\$ 500
II MARKETING	
7. Define target audience(s) and locations	
8.	
7.1 Delivery methods	\$ 500
III Develop internal communication system	
1. Annual report	\$ 1000
2.	
3. Plan of work	
3. Publish and collect research titles to field staff	
4. Meeting schedules	\$ 1000
5. Communication w/administration	
6. Staff development	\$ 4000
7. Communication w/other AoE's	\$ 500
IV External Communication System	
1. Inventory of current programs/outputs	\$ 500
2. Development of educational materials	\$ 5000
3. Distribution of Productions	\$ 500
V Educational Materials and Delivery System	
2. Turf	\$ 5000
3. Floriculture	\$ 5000
4. Nursery and Landscape	\$ 5000
5. Consumer Horticulture	\$ 5000

ACTION PLAN		TITLE: I-1. Logo for Ornamental AoE		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Survey AoE members for ideas and/or drawings/solicit ?? members	McLellan	4/22/99	4/22/99
2.	Identify graphic artist and solicit bids	McLellan	5/5/99	
3.	Choose low bid...submit preliminary sketches	AoE logo committee for sketches - chooses	7/30/99	
4.	Graphic artist prepare final logo in several formats: i.e. -- line drawing, digital....	Committee member assigned to get it	By next OAoE (depending on date) June 14, 1999	
5.	Public debut of logo at fall conference Oct. 12-13-14	Committee member to be chosen	at conference Oct. 12-13-14	

Task Descriptions:

It is essential to establish a strong AoE identity that incorporates the 4 separate sub-committee identities. All communications, publications, and materials developed by any segment of the Ornamentals AoE will feature this logo. It will serve to consistently and continuously put the existence and services of the AoE before the green industry and its consumers.

Income	\$ -0-
Expenses/Graphic Designer	<u>\$1000</u>
Total	\$1000

ACTION PLAN		TITLE: I-4. Developing an AoE Identity – Brochure		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Send request for brochure ideas to AoE members (including target audiences and members needed)	Dudek	7/1/99	
2.	Assemble ideas from AoE comm.	Dudek	7/15/99	
3.	Meet with co-chairs to develop draft brochure	Dudek	8/15/99	
4.	Send draft to AoE for comment	Dudek	8/30/99	
5.	Gather responses to "draft" brochure	Dudek	9/15/99	
6.	Final version for printing and co-chair/chair approval	Dudek	10/15/99	
7.	Obtain printer cost	Dudek	10/15/99	
8.	Select printer for brochures	Dudek	10/15/99	
9.	Send to printer	Dudek	10/15/99	
10.	Printer completes brochures	Dudek	11/1/99	
11.	Distribute to AoE members via co-chairs	Dudek	11/15/99	
12.	Have AoE members distribute brochures	All AoE members	1-99/9-2000	
13.	Get feed back on brochures value, reprint needs, revisions, etc.	Dudek	9-2000	

Cost-Benefit-Analysis

The AoE needs to develop and distribute a brochure that describes the AoE for all clientele we serve. Funds are needed to design, print and distribute a publication that will function as our identity document.

Income		\$ -0-
Expenses/printing of brochure		\$ 500
Staff Time	25 hours	
Total		\$500

ACTION PLAN		TITLE: I-5. Webpage Development		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Obtain URL members for ideas and/or drawings/solicit ?? members	Heiden	12/98	12/98
2.	Select web manager	Heiden	12/98	12/98
3.	Select web committee	AoE	4/99	4/99
4.	Survey members regarding web content	Sub chairs		
5.	Develop procedure for deciding content	Committee members		
6.	Develop procedure for submitting information	Heiden	7/1/99	
7.	Develop schedule for updates	Heiden	7/1/99	
8.	Incorporate AoE logo	Heiden	7/1/99	
9.	Develop procedure for marketing website	Committee		

Task Descriptions:

Webpage Development and Implementation: In order to implement a webpage, we need to pull together resources available throughout the Internet so that this page will serve as a valuable resource for our clientele. This would involve searching the web through search engines and other methods to gather URL's of useful sites and references.

The second part of this task would be gathering paper based materials and transferring them to digital media for use on the webpage. This would include digital scanning of slides, photographs and documents such as bulletins, research papers and other useful resources.

Graphics for the Webpage: In order to have a professional looking site, we need to have graphics designed and developed specifically for this site. This would include a logo for use on the top of every page, sidebars, dividers and buttons. This provides a uniform look as clientele move around the site.

Budget:

Task 1 – Part-time Worker – 125 hours @ \$10.00	\$1,250.00
Task 2 – Graphic Designer	750.00
Total	\$2,000.00

ACTION PLAN		TITLE: I-6. Develop a Directory		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Brainstorming	Drahiem/Norman	4/21/99	4/21/99
2.	Develop a list of staff with MSUE Ornamental, horticulture responsibilities	Drahiem	5/1/99	5/30/99
3.	Develop a survey	Drahiem/Norman	6/20/99	6/1/99
4.	Mail/email survey to I.D. staff	Drahiem	7/20/99	6/1/99
5.	Tabulate data from survey	Drahiem	8/15/99	6/14/99

6.	Distribute survey results AoE	Drahiem	9/2/99
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Income \$ -0-
 Expenses \$ -0-
 Staff Time 10 hours

ACTION PLAN		TITLE: II-1. Delivery Systems		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Assess present methods coordinate with Dean survey/general public	Lawrence	6/15/99	
2.	Identify commodities (those using common media, i.e., radio, webpage, etc.	Lawrence	7/1/99	
3.	The 4 teams i.d. key issues and response; make available to others, i.e., radio, tv, newsletter article, power point presentation, web material	Lawrence	7/1/99	
4.	To develop materials for state wide use	Krauskopf	-on going	
5.	Look at use of such logo in specialized formatting such as news releases, web director of issue/responses for staff only	Lawrence /Krauskopf	01/01/2000	
6.	Work with other AoE's as appropriate to include relevant technical materials in each others delivery systems	Lawrence/ Krauskopf	-on going	

Revenue \$ -0-
 Expenses:
 #4-Develop materials \$ 500
 Staff Time:
 #1 25 hours
 #2 10 hours
 #3 100 hours
 #4 100 hours
 #5 20 hours
 #6 12 hours
 Total hours 267 hours

ACTION PLAN		TITLE: III-1 Annual Report		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE

1.	Each team updates the program plan on reg . issues as part of AoE plan of work cycle	Lawrence/ Krauskopf	7/1/99
2.	Write std. for all staff members		10/2//99
3.	Staff report		10/3/99
4.	Consolidate and publish results from EI's and those showing substantial programs		11/4/99
5.	Print and distribute internal and external webpage		

Revenue		\$ -0-
Expenses:		
#3-Staff Report		\$ 100
#4-Consolidate and Publish Reports	\$ 400	
#5-Webpage		<u>\$ 500</u>
Total		<u>\$1,000</u>

Staff Time:	
#1	20 hours
#2	5 hours
#3	15 hours
#4	60 hours
#5	<u>20 hours</u>
Total hours	120 hours

ACTION PLAN		TITLE: III-2. Plan of Work		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Develop internal communication; plan of work—		6/14/99	
2.	Identify optimum time annual planning for each sub-group	sub-group/chair	6/14/99	
	Identify key issues within each sub-group; issues driven by local demand; issues driven by state demand; issues driven by national demand			
3.	Compare issues across regions of state	sub-group/chair	6/14/99	
4.	Identify state-wide initiatives within sub-groups	sub-group/chair	6/14/99	
5.	Identify state-wide initiatives across sub-groups	Board of OAoE	6/14/99	
6.	Identify resources required to address initiatives/issues; media choices, printed material, web material, radio/TV; curriculum development; speaker requirements; meetings required	Sub-group/action plan	6/14/99	
7.	Confirm and Implement Plan— Conducted on an annual basis	Board of OAoE	yearly	

Income							\$ -0-
Expenses							\$1,000
	Ornamental AoE Advisory Committee Meetings/Travel					\$ 750	
	Annual Meeting						\$ 250
	Retreat						\$1,000*
	Annual Report Production						\$1,000**
Staff Time							
	<u>Hours</u>	<u>Staff</u>	<u>Hours</u>	<u>Staff</u>	<u>Hours</u>	<u>Staff</u>	
	12	18	7	8	15	8	
	8	18	13	8			
	5	5	12	8			

* \$1,000 from Staff Development

**Live Item—Money accounted for

ACTION PLAN		TITLE: III-3. Collect and publish research titles to field staff		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Identify one specialist in each department to gather reports from appropriate projects	D. Smitley	7/1/99	
2.	Develop outline of report form	Patchan	7/1/99	
3.	Develop interview process for obtaining brief research projects descriptions from researchers in each department	Smitley	7/1/99	
4.	Develop a format and process for distribution—brief research project descriptions	W. Carlson	8/1/99	
5.	Write and distribute brief research project descriptions for the year 2000/link to web pages-existing or new	selected extension specialist and W. Carlson	2/1/2000	
6.	Repeat step 5 each year	Selected extension specialist and W. Carlson		

Task Descriptions:

1. Interview extension specialists in entomology, botany and plant pathology, crop and soil science, horticulture and agricultural engineering that have current projects in any of the 4 ornamental AoE sub-groups: floriculture, nursery and landscape, turf and consumer horticulture.
2. Make a 1-page summary of each research project listing the objectives, summary of project and the location of research sites. Print publication of all projects
3. Distribute publications to field staff.

Budget

Project coordinator (D. Smitley)		None
Student interviews/writer	70 hours @ \$10.00 per hour	\$ 700
Photocopying and mailing		\$ 300
Total		\$1000

ACTION PLAN		TITLE: III-4. AoE Meeting		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Survey AoE team to determine annual meeting needs, recurring or annual agenda items, length of meetings and location---- meeting dates, times and locations could coincide with internal/external committee programs			
2.	Develop annual calendar of meetings with proposed agenda and notify AoE team members	Campus specialist w/leadership for AoE	ASAP!	
3.	Post meetings on web page			
4.	Each AoE member puts in info on weekly basis			

Task Description:

These funds will be used to bring 12 members of a industry advisory group to one meeting per year to make suggestions for future programs and also to review previous years back. This meeting list will be presented to groups and ask for their input into future meetings.

Income	\$ -0-
Expenses:	
Mileage (external advisory committee members)	\$ 750
Meals	\$ 250
Total	\$1000

ACTION PLAN		TITLE: III-5. Communication with Administration		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Co-chairs determine administrative audience for internal communication	chair	7/15/99	
2.	Co-chairs determine the types of information shared with administration to include annual report--strategic plan, web site directories, brochures and periodic success stories	chair	7/15/99	
3.	Invite administrators to share meetings periodically throughout (Observations and insights) the year	Chair	Ongoing	

Task Description:

The AoE needs to periodically communicate its activities with extension administrators. In order to accomplish the sub-chairs and overall chair will determine the types and methods of communication that's necessary.

Income	\$ -0-
Expenses	\$ -0-
Staff time 20 hours per year	

ACTION PLAN		TITLE: III-6. Field Staff Development		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE

STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Establish process of identifying development needs of AoE members	sub-comm	6/14/99	
2.	Prioritize development needs	Each AoE		
3.	Develop implementation plan for highest priority needs	Each AoE		
4.	AoE awards partial grants for training - each year			
5.	Make a list or bulleting board of educational opportunities for field staff. Update.	Web		
6.	Repeat steps 1-3 annually.			

Task Description:

The AoE will aid in field staff development by providing limited funds for needed training and also to train new personnel in our Area of Expertise – in general \$200 will be allocated for each field staff member.

Income	-0-
Expenses	\$4000

ACTION PLAN		TITLE: III-7. Communicate with Other AoE Team		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Obtain list of AoEs and contact persons	Wilson	6/1/99	
2.	Identify AoEs with areas of overlap with ornamental AoE	Committee	next meeting	4/22/99
3.	Determine method of 2-way communications with other AoE	Committee	next meeting	
4.	Determine frequency of contact and who should contact the AoEs	committee	next meeting	
5.	Communicate with AoEs	AoE chair/sub-chairs	-on going-	

Task Description:

To reimburse:

*Travel expenses incurred when meeting with other AoE's that overlap with the Ornamental AoE mission, objectives and goals.

Income	\$ -0-
Expenses:	
Meeting Expenses	\$ 400*
Mailing	\$ 50
Telephone	\$ 50
Total	\$ 500

ACTION PLAN		TITLE: IV-1. Development of Educational Materials		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Brainstorming on voids	Drahiem/Norman	4/21/99	4/21/99
2.	Gather information from AoE sub-teams, 3-5 educational materials needed	Drahiem/Norman	6/1/99	
3.	Prioritize edu, material needs with AoE	Orn. AoE team	10/1/99	
4.	Determine cost and develop budget/budget request with members of sub-teams	Drahiem/Norman	1/5/00	

Task Description:

Publications are being developed by the sub-groups, i.e., Michigan Gardener Problems by the Master Gardener group. We try to make those projects self-sufficient. The overall AoE will keep track of these projects and report them to interested groups.

Income	\$ -0-
Expense (To be submitted later)	
Staff 2 hours	

ACTION PLAN		TITLE: IV-2. Dissemination of Product		
STEP	DESCRIPTION	PERSON RESPONSIBLE	DUE DATE	COMPLETION DATE
1.	Identify Product - Ornamental AoE			
2.	Identify Stakeholders within each sub-group; legislators, administrators, local governments, industry groups	Lyman/Kalishek		
3.	Develop mailing list of stakeholders within each sub-group and deliver to AoE chair	Lyman/Kalishek		
4.	Direct delivery of product to stakeholders by chair	Lyman/Kalishek		

Income		\$ -0-
Expenses:		
Annual Report Production		\$1000
Distribution of Product		
Secretarial Support/Mailing Costs	\$ <u>500</u>	
Total		\$1500

Staff Time—40 hours

MSU Ornamental AoE Team

Composition:

Overall AoE	45 Members
Floriculture	3 Specialists 4 Field Staff
Consumer Horticulture	2 Specialists 11 Field Staff
Turf	4 Specialist 6 Field Staff
Nursery & Landscape	5 Specialists 10 Field Staff

< 14 Specialists

<

< 31 Field Staff

Co-Chairs: William Carlson (Campus)
Tom Dudek (Field)

Vice Chair: Greg Lyman

Secretary: Mary McLellan

Treasurer: Dave Smitley

*This is a total number but many may serve on 2 or more groups.

Mission Statement

The MSUE Ornamental AoE team will provide:

1. Leadership in research and education to foster the growth, economic viability and environmental stewardship of the Green Industries
1. Leadership and knowledge to Michigan citizens to understand and implement environmentally sound plant care practices to improve the quality of life in their homes and communities

Organizational Structure of Ornamental AoE

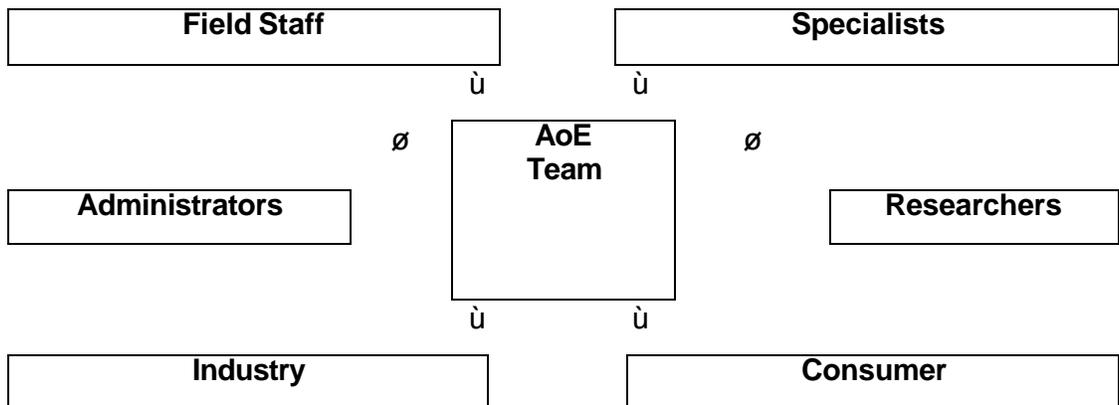
Officers:

- < Campus Chairperson – Will Carlson
- < Field Co-Chair – Tom Dudek
- < Vice Chair – Greg Lyman
- < Treasurer – David Smitley
- < Secretary – Mary McLellan
- <

How Officers are Elected:

- The Campus Co-chair is appointed every 2 years by the overall membership of the AoE group.
- The Field Co-Chair will be the Vice-Chair of the previous year.
- Then each field person will move to the next highest position.
- The office of Secretary will be elected each year from Field Staff members.

Linkages with Ornamental AoE Team



Formal External Advisory Committee

There will be 3 industry people appointed for each of the sub-AoE's. These 12 industry people will constitute the formal external advisory committee.

Each sub-group will develop procedures to select these individuals. They shall serve for a 2-year period.

Process for Setting Priorities by Ornamental AoE Team

4 Meetings

- Annual Meeting – September 23, 1999
- Retreat – April 2000
- Establish Budget – June 2000
-
- Advisory Committee Meeting – August 2000

Floriculture AoE

Floriculture Membership

William Carlson	June Kelicheck
Jerry Draheim	Dean Krauskopf
Tom Dudek	David Smitley
Mary Hausbeck	

Beliefs - The Floriculture group added two beliefs to the overall list that was developed at Kettunen Center.

- We believe that a strong research base is essential to our AoE's delivery of new information to our audiences.
- We believe that we serve as the agent of change within the University, Industry and Government.

OVERHEAD: Structure of Floriculture AoE Group

Goal # 1 - The Floriculture Area of Expertise Committee will continue to work with MSU faculty and support personnel to enhance the on-going growth and monetary value of Michigan's Floriculture Industry.

Objectives

1. Michigan Greenhouse Grower Expo Draheim
2. Regional Extension Floriculture Meetings
 - Metro Detroit Flower Growers Association -- Krauskopf
 - Michigan Plant Growers Co-op – Dudek
 - Kalamazoo Plant Growers Co-op – Draheim
 - West Michigan Flower Shippers – Draheim/Dudek
 - Western Michigan Greenhouse Association – Draheim/Dudek
1. Perennial Plant Association National Conference – Draheim/Dudek
2. Labor Related Educational Meetings – Dudek/Draheim/Krauskopf, Kalishek

Goal # 2 - Michigan's floriculture industry will only grow if we as educators teach consumers the relevance of plants to the quality of their lives. There is a need for committee members to place more emphasis on reaching consumers through programming, mass media and the Internet.

Objectives

1. Use of the MSU Demonstration Gardens and Meetings on Campus for

- Consumers such as Garden Days, Saturday Morning Gardener, etc. – Carlson
2. Use of Fredrik Meijer Gardens as a resource for Consumer Education on Floricultural Crops – Dudek
 3. Bloomfest – Krauskopf
 4. Radio Programs – Draheim/Krauskopf
 5. Development of Web page for MSU Gardens – Carlson

Goal # 3 – The Michigan floriculture industry will be a leader in environmental stewardship. Current research has enabled the industry to be a leader in the area of water and fertilizer conservation.

Objectives

1. Development of a Groundwater Stewardship Module for the Greenhouse Industry – Draheim
2. Develop and Implement Current Pest Management Strategies for Greenhouse Diseases and Insects Along with Current Recommendations – Smitley/Hausbeck
3. Continue to Develop Recycling of Greenhouse Plastics as a Disposal Method – Dudek

Goal # 4 – Plant models and decision-support tools will be developed that will allow Michigan growers to be more efficient in their production techniques.

Objectives

1. Use of New Technology on the Relationship of Light and Temperature to Overall Plant Quality – Carlson

Goal # 5 – Enhance new crop sales by providing detailed information on cultural requirements for controlled flowering, post production performance and marketing strategies.

Objectives

1. Implement the Perennial Forcing Demonstration with Three Cooperating Growers in Michigan – Draheim/Dudek/Krauskopf
2. Provide Poinsettia Growers with Information on the Poinsettia Cultivar Trial Conducted at Fredrik Meijer Gardens – Dudek

Goal # 6 – The Floriculture Area of Expertise Committee will be a leader in training individuals interested in Michigan's Floriculture Industry. Currently, this goal is being developed through a Career Development Certificate Program called Floriculture College of Knowledge.

Objectives

1. Development and implementation of the first phase (4 Courses) of a 12 course "Floriculture College of Knowledge" Program for Industry Employees – Carlson (A Spanish Version will be developed as well)
2. Develop and conduct special meetings for direct research contributors for specialized research initiatives – Carlson

Goal # 7 – The Floriculture Area of Expertise Committee will continue to provide training opportunities for its members

Objectives

1. Field and campus staff will participate in international, national, regional or state level meetings or programs that will enhance their technical skills.
2. Funds will be available to procure necessary training materials, publications, etc.

Task Description:

A. Educational Materials and Delivery Systems

\$3000.00 for the purchase of six digital cameras. Sony Model 73 Mavica. These will be utilized by team members to improve communications between team members and presentations of materials to clientele. By having this technology the group will improve their ability to produce high quality presentations.

B. Educational Materials Delivery Systems and Equipment

\$2000.00 for educational materials that staff will use when conducting programs. Also, purchase of equipment such as solubridge and pH meters for staff to use in troubleshooting problems.

In addition, staff will utilize these resources for a limited number of samples from the diagnostic labs, soil labs and tissue analysis.

Cost Benefit Analysis

Income	-0-
Expenses	\$5000
Consumer Horticulture AoE	

Membership:

Mary McLellan - Sub-Chair & AoE
Secretary
Robert Bricault
William Carlson
Wendy Cole
Mike Creller
Jerry Draheim
Rebecca Finneran
Steve Fouch
Ralph Heiden

Gary Heilig
Dan Janzen
Jim Kalishek
Bobbie Lawrence
Andy Norman
Greg Patchan
Dave Roberts
Dave Smitley
Gretchen Voyle
Mary Wilson

Beliefs:

- We believe that we exist to educate, inform and serve the citizens of Michigan in basic horticulture and home gardening.
- We believe that through education of these consumers we will reinforce their responsibility in promoting environmentally safe gardening practices.
- We believe by working in cooperation with public gardens, arboreta, local agencies and other educating bodies we will further strengthen the impact of research-based, environmentally balanced and safe gardening practices

Goal #1 - Develop consumer horticulture/home gardening materials for distribution by MSU and MSUE in a variety of formats.

Objectives

1. Develop 'Green Tips' fact sheets specifically targeted toward the home gardener. - AoE team
The fact sheets' information will be available in camera ready hard copy.
 - The format will allow counties to include their name, address, phone, etc.
 - The information will be generated on the MSUE web site. - Randy Heatley
 - A CD will be developed including the 'Green Tips' and additional information.
2. Develop and produce a gardening book for the public. - Master Gardener program/AoE team
 - A bound book of the most frequently asked gardening questions produced in cooperation with the MSUE Master Gardener Volunteer Program.
 - MSUE field staff, having regular and direct contact with the gardening public, will provide the frequently asked questions and correct answers.
 - MSUE Master Gardener program will be responsible for reviews, editing, printing, distribution.
3. Use the Master Gardener web site to serve as an entry point to additional home gardening information on the web. - Ralph Heiden
4. Investigate selling MSUE fact sheets at retail outlets, Meijer, Frank's, Bordines, etc.

Goal #2 - Members of the Consumer Horticulture AoE team will collaborate with public gardens, libraries, garden clubs, etc. on programs dedicated to educating and informing the public in home gardening and environmental stewardship.

Objectives

1. Develop programs with Frederick Meijer Gardens in Grand Rapids. - Finneran
2. Develop programs with Dow Gardens in Midland - Kalishek
3. Develop programs with Hidden Lake Gardens - Bricault
4. Develop programs with Leila Arboretum in Marshall - Master Gardener Program
5. Develop programs with local libraries, garden clubs, service clubs, other agencies, etc. - AoE team
6. Participate in Ag Expo with demonstrations, on-site assistance, short programs - McLellan
7. Offer home gardening-related programs during ANR week & coordinate with other related programs - McLellan

Goal #3 - Promote and educate using local, state and national media.

Objectives

1. Participate in Outreach Communications Lawn and Garden series - Smitley, McLellan
2. Host local radio shows - AoE team
3. Obtain TV news coverage for local events - AoE team
4. Participate in Plant a Row for the Hungry program with HGTV and the Garden Writers Association - Wilson, Creller, AoE team
5. Write articles for local newspapers AoE team
6. Write articles for industry trade journals - AoE team
7. Write articles for gardening magazines - AoE team

Goal #4 - Train, coordinate and support volunteers in consumer horticulture through the Master Gardener Program. This involves training MSUE personnel and preparing them to deliver a standardized MG program.

1. Develop & distribute to counties the standardized MG program training materials - MG Advisory team
2. Provide all necessary resources to MSUE county personnel to use in MG program

training.

3. Provide in-service training on volunteer management.
4. Provide standardized volunteer record keeping system in Microsoft Access.
5. Develop & implement the Master Gardener Instructor Training Institute (MGITI).
 - Train MSUE personnel in the administration of the Master Gardener program.
 - Prepare all instructors to deliver the standardized MG program.
 - Develop and offer the training program to all county and campus staff that are or will be involved with the Master Gardener program.
 - The training program will consist of four days of training. The institute initially held on MSU campus. If further training required, will offer on a regional basis.

Goal #5 - Develop MG volunteer record keeping system and train all MSUE field staff in its operation. This will provide statewide statistics and information on where MG volunteers work, what they do, who they influence and what their dollar value is to MSUE.

Objectives

1. Develop software in Microsoft Access that is universally usable - Oakland County MSUE
2. Develop a training manual for record keepers - Oakland County MSUE, Ferguson
3. Train MSUE field staff in regional training sessions - McLellan & Ferguson
4. Collect and report statistics on statewide impact of the Master Gardener program - McLellan

Educational Materials and Delivery System Budget:

\$5,000 for training personnel (field staff and/or county secretary or Master Gardener volunteer) from approximately 54 counties. The volunteer record keeping system will be used by all counties that have active Master Gardener programs.

Cost Benefit Analysis

Income	\$0*
Expense	\$5,000

*The investment in keeping accurate records of volunteer services will produce a value

for these services that a county can look to when measuring their effectiveness in the county.

Turfgrass AoE Organizational Structure

The turfgrass science and education group is listed below as campus based and field based personnel.

Campus Based Turfgrass Science Team

Greg Lyman - 50% Extension

Environmental Education

Dr. Suleiman Bughrara - 25% Extension

Turfgrass Breeding and Genetics

Dr. Paul Rieke - New Position to be 60% Extension

Turfgrass Soils and Fertility

Dr. John Rogers - Athletic Field / Soils / Growing Systems Research

Dr. Jim Crum - Turfgrass Soils

Dr. Jim Baird - Turfgrass Physiology / Weed Control / PGR's

Mr. David Gilstrap - Commercial Turf and Sports Field Program

Dr. David Smitley - 50% Extension

Turfgrass Insect Management

Dr. Joseph Vargas III - 30% Extension

Turfgrass Pathologist

Field Based Turfgrass Extension Team

Andy Norman

Greg Patchan

Rebecca Finneran

Dean Krauskopf

Jim Kalisheck

Bobbie Lawrence

Mary Wilson

Gerry Draheim

Turf Team Beliefs

- We believe that through sound scientific principles, we can provide prudent turfgrass management programs that will protect environmental resources and advance the economic viability of the turfgrass industry.
- We believe that the turfgrass science team is a cooperative research, education and outreach effort that involves campus and field based staff to serve the turfgrass industry.
- We believe that through collaborative efforts we can provide leadership that affect change for the university, government, and turfgrass industry.

1999-00 Turfgrass AoE Goal # 1

Protect water quality and other environmental resources by advocating prudent, scientifically based agronomic principles to professional turfgrass professionals and home owners.

Goal 1 Action Plans

- A. Conduct Turfgrass Field Day - August 18
Turf Team - MTF
- B. Conduct Turfgrass Conference - January 2000
Turf Team - MTF
- C. Conduct School of Turfgrass Management - December 1999
Lyman - Turf Team
- D. Conduct Turfgrass Environmental Stewardship Program
Lyman
- E. Participate and Provide Educational Effort In Regional Turf Association Meetings FY 2000
Turf Team

1999-00 Turfgrass AoE Goal # 2

Develop and hire turfgrass extension specialist position within the Crop and Soil Sciences Department - 60% Extension - 40% Research

Goal #2 Action Plan

- A. Form Search Committee - Conduct Search And Selection
Crum - Turf Team
- B. Involve MSUE Ornamental AoE in Search and Selection Process
Crum - Lyman - AoE Team

1999-00 Turfgrass AoE Goal # 3

Identify Roles and Responsibilities of Turfgrass Science Team - Campus and Field Positions

Goal #3 Action Plan

- A. With new positions filled, identify extension - research - education roles and responsibilities of campus based turf specialists.
Lyman - Campus Turf Team
- B. Identify roles and responsibilities of field based extension positions and develop system

of interaction with campus specialists.
Lyman - Campus Turf Team - Field Staff Turf Team

1999-00 Turfgrass AoE Goal # 4

Develop system of clientele identification and service between turf extension specialists, industry and field staff.

Goal #4 Action Plan

- A. Create annual system to identify critical issues and develop educational action plans.
Lyman - AoE Turf Team
- B. Identify needs for statewide conference support on an annual basis.
Lyman - AoE Turf Team

1999-00 Turfgrass AoE Goal # 5

Establish an turfgrass MSUE advisory board made up of industry and MSU professionals.

Goal #5 Action Plan

- A. Advisory board for Turfgrass AoE team will be established from campus and field staff, and industry representatives that reflect the diversity of turfgrass professionals. A group of three will be selected from this group to serve on the Ornamental AoE advisory board.
Lyman - Turf Team

1999-00 Turfgrass AoE Goal # 6

Create annual training opportunity in turfgrass science for AoE field staff

Goal #6 Action Plan

- A. A training and in-service system will be developed annually for new agent development and continuing in-service opportunities.
Norman - Lyman

1999-00 Turfgrass AoE Goal # 7

Identify the economic significance of the turfgrass industry on Michigan's economy.

Goal #7 Action Plan

- A. What is the current contribution of the turfgrass industry on Michigan's economy and what steps do we take as a turf AoE to preserve the health of the turf industry. Rogers
- Lyman - Turf Team

1999-00 Turfgrass AoE Budget

Goal 1 - *Protect water quality and other environmental resources by advocating prudent, scientifically based agronomic principles to professional turfgrass professionals and home owners.*

500.00

1999-00 Turfgrass AoE Goal # 2

Develop and hire turfgrass extension specialist position within the Crop and Soil Sciences Department - 60% Extension - 40% Research

1999-00 Turfgrass AoE Goal # 3

Identify Roles and Responsibilities of Turfgrass Science Team - Campus and Field Positions

\$1,000.00

1999-00 Turfgrass AoE Goal # 4

Develop system of clientele identification and service between turf extension specialists, industry and field staff.

\$2,000.00

1999-00 Turfgrass AoE Goal # 5

Establish an turfgrass MSUE advisory board made up of industry and MSU professionals.

\$500.00

1999-00 Turfgrass AoE Goal # 6

Create annual training opportunity in turfgrass science for AoE field staff

\$500.00

1999-00 Turfgrass AoE Goal # 7

Identify the economic significance of the turfgrass industry on Michigan's economy.

\$500.00

Nursery/Landscape AoE

Membership and organizational structure

BELIEFS: (In addition to the overall Ornamentals AoE beliefs)

- We believe that we exist to educate and serve the nursery/landscape industry.
- We believe that the nursery/landscape team is a cooperative educational outreach effort involving campus and field staff.
- We believe that through education the nursery/landscape team contributes to the economic viability of nursery/landscape businesses in Michigan.

OBJECTIVES

- I Determine impact of nursery/landscape team on the nursery/landscape industry in Michigan. **Action Plan:**
Economic assessment of the nursery/landscape industry in Michigan.
\$250
- II Identify a nursery/landscape team subchair and define the roles and responsibilities.
Action Plan:
Same
- III Promote integrated pest management in nursery and landscape operations.
Action Plans:
- Plant Health Care Training Program – Roberta Lawrence
 - Nursery IPM Programming – Tom Dudek
 - One-day seminars throughout Michigan – Dr. Dave Roberts
- \$1500
- IV Promote the use of woody landscape plant material.
Action Plans:
- Northern Plant Symposium – Mary Wilson
- \$500
- V Increase our visibility as leaders in the education of nursery and landscape professionals.
Action Plans:
- Promotion of, and involvement with the Michigan Nursery and Landscape Association field day – Jim Kalishek
 - Development of a nursery/landscape web page – Greg Patchan
 - Research and field demonstrations – Dr. Dave Smitley
- \$2,000
- VI Provide inservice training for members of the nursery/landscape team.
\$750

ORGANIZATIONAL STRUCTURE

Task Descriptions

Cooperative extension personnel have been very active in teaching and training nursery and landscape personnel. The money is needed to support these efforts and to help quantify the value of these efforts on the industry.

Budget

Income	- 0 -
Expenses	\$5000

Appendix D
Field Crops Demonstration Report
(see hard copy or pdf file)